

Washington State Quit Line Data Summary

January 2003 vs. November, December 2003 & January 2004

	Jan. 2003	Nov. 2003	Dec. 2003	Jan. 2004
Number of Calls to Quit Line	N = 1,459	N = 1,027	N = 926	N = 1,132
Percent of Statewide Calls	100.0%	100.0%	100.0%	100.0%
Percent of State Population in County¹	100.0%	100.0%	100.0%	100.0%
	Jan. 2003 %	Nov. 2003 %	Dec. 2003 %	Jan. 2004 %
Gender	N = 1,302	N = 847	N = 781	N = 964
Female	63.1%	61.5%	63.0%	64.1%
Male	36.9%	38.5%	37.0%	35.9%
Race/Ethnicity	N = 1,104	N = 698	N = 672	N = 810
American Indian/Alaskan Native	3.4%	4.4%	4.5%	3.7%
Asian/Pacific Islander	1.1%	2.7%	1.9%	1.9%
African American	4.9%	5.0%	5.1%	4.1%
Hispanic/Latino	2.3%	2.4%	3.0%	2.6%
White	88.3%	85.4%	85.6%	87.8%
Age	N = 1,151	N = 779	N = 725	N = 869
Less than 18 years old	1.9%	1.7%	2.2%	1.3%
18 - 24 years old	13.4%	14.0%	15.9%	15.3%
25 - 34 years old	19.6%	21.1%	22.8%	21.7%
35 - 44 years old	30.0%	27.2%	27.6%	27.6%
45 years and older	35.1%	36.1%	31.6%	34.1%
Education	N = 1,141	N = 723	N = 688	N = 840
Did not graduate high school	19.0%	17.7%	17.3%	18.6%
High school graduate	32.5%	31.4%	34.3%	33.2%
Some college/vocational school	35.9%	41.6%	39.5%	38.6%
College graduate	12.5%	9.3%	8.9%	9.6%
Caller Type	N = 1,323	N = 900	N = 836	N = 1,019
General Information	10.5%	14.3%	15.2%	15.1%
Health care provider	3.9%	5.3%	2.4%	3.7%
Tobacco user	85.6%	80.3%	82.4%	81.2%
Payer Type	N = 889	N = 544	N = 517	N = 634
Insured	36.6%	32.0%	32.1%	32.5%
Uninsured	27.6%	32.2%	27.7%	27.6%
Medicaid	35.9%	35.8%	40.2%	39.9%
Heard About	N = 1,127	N = 721	N = 678	N = 823
Past caller	8.3%	15.8%	14.5%	14.2%
Employer/worksites	0.5%	1.4%	1.6%	1.6%
Health care provider	24.7%	29.8%	23.9%	31.2%
Television	19.7%	12.9%	18.7%	12.9%
Outdoor advertisement (billboard/bus/wall)	4.2%	3.9%	3.8%	2.4%
Targeted mailing	0.2%	0.0%	0.0%	0.0%
Great Start	0.1%	0.3%	0.0%	0.1%
Radio	1.3%	1.2%	0.1%	2.7%
Newspaper/Magazine	5.1%	2.1%	0.9%	1.0%
Brochure/Newsletter	6.8%	5.1%	7.5%	5.7%
Family or friend	24.6%	21.9%	23.3%	21.4%
Health Department	3.5%	4.0%	4.4%	5.0%
School	1.1%	1.5%	1.2%	1.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.